



Data and Privacy File Guides

Apple Online and Retail Stores: Customer Relationship Management

August 2024

File name

CustomerRelationshipManagement.csv

File description

This file contains contact and business information pertaining to a customer, stored in Apple's customer relationship management system for B2B marketing purposes.

Why Apple keeps this information

Apple retains this information in order to manage business relationships and provide tailored communication campaigns directed to the identified points of contact at a business.

Field Name	Details
Contact	Contact details for business customers, which can be used to facilitate communications with the customer
Apple ID Number	Apple account identifying number
Contact ID	Identifier for the contact
Email	Business customer's email address
First Alternate Email	First alternate email of the business customer
First Name	Business customer's first name
Last Name	Business customer's last name
Middle Name	Business customer's middle name
Nickname	Business customer's preferred name
Phone Number (cell)	Business customer's cell phone number
Phone Number (fax)	Business customer's fax phone number
Phone Number (home)	Business customer's home phone number
Phone Number (work)	Business customer's work phone number
Preferred Language	Business customer's preferred language
Primary Phone Number	Business customer's primary phone number
Salutation	Business customer's greeting
Second Alternate Email	Second alternate email of the business customer
Third Alternate Email	Third alternate email of the business customer
Twitter Account	Business customer's twitter account

Field Name	Details
BUSINESS INTRODUCTIONS	Stores Business Introductions, which are submitted to Apple's customer relationship management system via a Web form, during an in-store visit, or Contact Center outreach.
Business ID	Identifier of the business
Email	Business customer's email address
First Name	Business customer's first name
Last Name	Business customer's last name
Phone Number (cell)	Business customer's cell phone number
Phone Number (home)	Business customer's home phone number
Phone Number (work)	Business customer's work phone number
Potential Contact Apple ID Number	Apple account identifying number of potential business customer
Preferred Language	Business customer's preferred language